

Extension State Advisory Council
iHotel - Quad Room
February 15, 2016
Minutes

Present: George Czapar, Suzanne Bissonnette, Harry Clore, Lisa Diaz, Nancy Etnyre, Tony Franklin, Barbara Laffey, Julie Mumbower, Jody Munsterman, Charlie Peterson, Pam Reaves, Robert Schafer, Anne Silvis, Joe Toman, Steve Wald, Carolyn Willenburg

Absent: Abby Marten, Sylvester Hughes, Ray Massingill, Wayne Mundsinger, Charles Nolan, Greg Steele, Wayne Steiner, Danny Weatherspoon

The meeting was called to order by Chair Charlie Peterson at 8:30 a.m. with roll call taken. Present were those noted above.

The October 12, 2015 minutes were reviewed and approved as submitted.

There was discussion on the three members to attend the PILD Conference April 10-14 in Washington, DC. Determination was made at the last meeting that there would be representation from each of the three regions. In this instance delegates would include the Chair, Vice Chair and one individual from the third region. Prior to the determination being made, a Vice Chair needed to be elected and the floor was opened for nominations. Jody Munsterman nominated Barbara Laffey. There being no further nominations, the floor was closed, the nomination was voted on and approved. Barbara Laffey will serve as the Vice Chair. Due to other commitments Jody Munsterman, new Chair, requested to defer her visit until next year. Following discussion, decision was made that Barbara Laffey (Vice Chair and Region Two) and Nancy Etnyre (Region One) would attend and Wayne Steiner would be contacted by Tony Franklin to determine interest in representing Region three. If Wayne does not agree, another ask will need to be made.

Public Comments

There were no public comments.

Deans Update - Dr. George Czapar

Thanked the group for their time and efforts on behalf of Extension.

- No budget update. Federal dollars are still strong. No staffing cuts. Continuing to offer outstanding programs throughout the state.
- Position Openings - Chancellor, Provost, Athletic Director, ACES Assoc. Dean for Advancement.
- Expecting state dollars to be reduced and moving forward accordingly.
- Question was asked if units are strong financially. Response was that as a whole losses can be covered in the short term. Priority is to maintain strong programming throughout the state.

Dr. Czapar introduced and welcomed Dr. Robert Hauser, Dean, College of ACES. Dean Hauser shared that there are many searches open throughout U of I. He has announced his retirement and the search is underway. He talked about the budget indicating that the headlines are dismal. Faculty, staff, stakeholders, alums remain strong. This year dealing with double the retention cases campus-wide. Viewed as vulnerable and faculty are considering other opportunities.

ACES has been able to retain those recruited. Large scenarios of reductions are being looked at. Planning the “what ifs” should state money not be received. This upcoming fiscal year being asked to look at various budget reductions. Budget talk keeps administrators awake and aware of the happenings. Question and Answer session followed.

Q - What is your retirement date? A - Not firm – campus is hoping to have a new Dean by August.

Q - Given the economic state of Illinois and the University will it impact the quality of the search? A - Yes as experienced individuals look at options, i.e., here vs. there. Dr. Czapar shared that Tony Franklin and Abby Martin both serve on the search committee.

Q - Has budget affected ability for research programs? A - Research is somewhat independent and is funded separately by grants, gifts, etc. Research programs remain strong. Good researchers are in demand. Must retain those faculty with the dollars being threatened with dollars. Has not yet experienced a problem.

Dr. Hauser asked the group what they are seeing. Responses were smaller agencies are closing doors for lack of funding; school systems are being hit (staffing, consolidation, etc.) namely in rural areas; lack of funding is impacting communities within the state; school system has become dependent upon Extension Educator going to the schools; some counties holding onto a building to keep County Board Match; Extension is not directly correlated to agriculture as there is other learning being done and paid for by Extension; volunteers need to be sure that County Board members understand the importance of the match dollars. Dr. Hauser thanked the group expressing appreciation for their service and volunteer time.

Financial Update – Harry Clore (Associate Director, Budget and Financial Analysis)

- Budget remains the same, no state funding. Projection sheets have been created through 2019 based on various factors. Of the 27 units, 23 are good. County Board Match (CBM) remains the same.
- Has visited all three Extension regions and had County Directors participate in a core planning activity. Core planning allows them to discuss and determine what is most important to the Unit. Findings have been that 4-H is important to all areas and in the south and west, CED. During the reorganization, determination was made that 30% of educator salary would be supported centrally but it does not appear even bringing in the question of what should Extension be doing and what should be done to reallocate central funding. Federal funding is being received (Smith-Lever, EFNEP, SNAP, National 4-H). He does not foresee IDOA funding being eliminated. If CBM, Cook County Initiative and 4-H Youth Development remain solid, a bad future is not foreseen. The funding plan is being re-evaluated.

4-H Report – Lisa Diaz (Assistant Dean and Director, 4-H)

Lisa introduced herself sharing that she is in her tenth year with Illinois 4-H but the first year as the Assistant Dean. Her focus has been on goals in Illinois and identifying clear, measurable goals to get excited about, measuring the progress of those goals and being accountable to the stakeholders. They are striving as much as possible to impact all youth in Illinois. She talked about where 4-H is and where it is going. At the national level a new initiative is being launched in April, 4-H grows true leaders. This will be promoted in Illinois and they will do their part to tap into the national opportunity. The Illinois 4-H Vision hand-out was reviewed. A survey is being conducted every five years to be sure they are on track with the mission. She expanded on the hand-out mentioning the following:

- 144 of 146 graduating seniors who completed the survey report plans for higher education. The 4-H office is hiring an individual to specifically focus on college and career readiness.
- There is evidence of impact in addressing Illinois issues – 4-H is empowering and preparing youth for success in healthy living, college and careers, food access, environmental stewardship and leadership.
- Numbers matter – how many youth are being reached with the dollars we are allocated? Currently at 7%; goal is 15%. Wants a balance of long-term positive youth development experiences and education initiatives.
- Need to be representative of the communities serviced. When audited need to be sure that 4-H offerings are available statewide. There are growing Latino audiences. To assist with the cultural challenge, metro educator positions were created. There is a 4-H Latino piloted initiative and investment was made in hiring staff for that.
- Need to successfully engage youth of all ages.
- 4-H receives funding to do a job and it must be made clear that offerings are not duplicating what is intended for schools to do. 4-H complements what the schools are doing.

In summary highlights and celebrations were shared: 4-H continues to grow, 10,000 first year members; becoming more diverse – 20% minority; challenging hunger (food access – growing and distributing food to communities in need); partnered with IL Ag in the Classroom; healthy living (influencing positive choices for healthy living); national competitors; college & career ready (practicing skills employers want); robotic revolution; exceptional staff; project mastery and 4-H teens as teachers. More information available via the web at 4-H.illinois.edu.

ESAC Reports

Chair, Charlie Peterson, shared that Tony requested reports on the legislative happenings in the unit rather than a general unit report as those are received regularly. Reports were shared as follows:

- **Charlie Peterson** – Macoupin County has a levy going. Jersey County gives money. Local State Representative, Avrey Bourne attended the Christian County Leadership Team Meeting; she's a friend of 4-H. Congressman Rodney Davis will attend a meeting on grasses and making alcohol at the Shetter Farms on March 7. Charlie had the opportunity to visit with Senator Andy Manar. When he sees legislators he makes a point to introduce himself.
- **Jody Munsterman** – Tom Bennett is the Representative in her area, Adam Kinzinger is the Congressman, and Jason Barickman is the Senator. When she sees legislators, she promotes the education done through Extension. Precinct Committeemen are also County Board members. She is hoping to get to know them better to explain the importance of County Board Match. Important to maintain local contacts.
- **Nancy Etnyre** – Has not met face-to-face with legislators. Gave update on happenings in the unit. Maintaining the community club program and adding SPIN clubs. New Youth Development Educator is expanding new audiences and partnering with other groups. Natural Resource Management had programs about woodpeckers and coyotes. Horticulture joined with other units and held berry schools. Master Gardener and Master Naturalist trainings are taking place. Farm strolls were held which allows urban audiences an opportunity to visit a farm; emphasis was on small acreage programs. Nutrition Education Educator has been certified as a diabetes prevention coach which has allowed the educator to work with hospitals on pre-diabetes programs.
- **Pam Reaves** – Director and Unit Educators met with State Representative Sam Yingling with a push to get support for programming and funding in their specific areas. Invited Senator Bush, Representative Lingling and Congressman Dole to attend a program, farm to plate. Quarterly and annual reports are submitted to government officials and stakeholders in their area.
- **Carolyn Willenburg** – Effingham County Board is very familiar with Extension. 4-H and Extension periodically make a presence at Board meetings. When she sees legislators she never hesitates to visit or write if she has a concern. Extension work is very visible and legislators are supportive of what Extension is doing. In Unit 21, the County Director and Educators have been working on agriculture tours for home schooled students. Students already toured a maple syrup farm in their area to learn the process. Future planned visits are a cattle farm and meat processing plant. Community services are being done in Coles-Cumberland - casserole meals were packaged.
- **Wayne Steiner** – absent but report was submitted and given on his behalf by Tony Franklin. Has always found legislators open to discussion but unwilling to commit or give any additional resources. Madison and St. Clair Counties do not have referenda and some do not understand the need for funding. Concern with fracking.
- **Robert Schafer** - Serves locally on the board, is a 4-H Leader and on the Fair Board. When visiting with legislators uncertain in which capacity he will be speaking. He takes the opportunity when possible to visit with legislators. Finds they are supportive of 4-H and Extension but not willing to make a commitment on funding. Appreciation dinner is held at the fair and legislators do attend and he is glad of that. Talks with them whenever he has the chance and will continue to do so. Ray LaHood was at their county fair.
- **Barbara Laffey** – She and her husband are both 4-H leaders. Has lost some funding from counties in their unit; in a five county unit of which three share a 4-H program coordinator. Former Senator Sullivan was a supporter of Extension. Tried to engage and talk with Ray LaHood about Extension and feels he needs a better understanding of Extension's impact on his constituents. Feels there is much work to be done. Hoping there will be a better understanding of Extension's programs and the need for funding by information being shared state-wide via expanded efforts of the Extension State Advisory Council. More can be done.

Dr. Czapar shared that Extension is getting more recognition at the University level. He showed the University website, mentioning specifically that Extension is on the Public Engagement page. He said that the President's new strategic plan has a good mention of Extension as well.

Dr. Czapar asked in expanding the efforts what would be the opportunity of doing it at a state level? He suggested holding the Extension State Advisory Council meeting in Springfield then making legislative visits following. It was suggested to use the PILD Washington visit approach. The suggestion was well received and following discussion consensus was that it would be beneficial.

Demographic Conditions and Change in the North Central Region – Anne Silvis (Assistant Dean, CED)

Two hand-outs were distributed with the first being a statewide map showing locations of Community and Economic Development (CED) educators as well as program offerings. The second was promotion for the UCCI Leadership Academy with an application deadline of April 1. Anne asked that the flyer be shared with anyone who might benefit from the program. It is a good program with no participation cost and 30 participants are accepted each year.

She stated that in December Program leaders from the NCR visited with other agency directors in Washington, DC consisting of a group of people with whom they could collaborate but have not yet done so. She then provided an update on the demographics in the North Central Region (NCR). She showed slides of metro counties comparing the NCR in relation to the rest of the U.S. Slides also reflected race and ethnicity in metro vs. non-metro area. She expressed that the fastest growing is Hispanic in mostly metro areas. For Illinois this is significant. She proceeded with a slide reflecting localized Hispanic population followed by aging population in Illinois and NCR showing that fewer people are in the working age range. In comparison of metro verses non-metro, there are fewer people as they move to where the jobs are. In the NCR those locations are metro or urban areas. Additional slides were shared for the NCR and Illinois (by county) showing income and poverty with the data reflecting that increasing numbers of people are living in poverty in the NCR. Purdue hosts the Center for Regional Development, a source of data for NCR. Regionalized planning being done by SET (stronger economies together) looks at occupation clusters and jobs that require higher education. A slide was shared on educational attainment on bachelor's degree or higher.

In summary she shared that 70% of counties in the NCR are non-metro with most being non-core counties; natural increase and net international migration are key sources of population growth in the NCR; major population declines are linked to net domestic migration; the region is more diverse relative to 2000 due to growth of its Hispanic population; racial and ethnic diversity is more evident in metro areas of the region; there is sizable growth in the region's older population; one in five under the age of 18 are living in poverty; 41% of counties have child poverty of 20% or more; of 428 high child poverty counties, 70% are non-metro.

In closing, this gives a larger picture of the NCR and opportunities for Extension to grow.

Advocating for Extension 102: Panel Discussion – Richard Winkel (Director, Office of Public Leadership, IGPA) / Pam Weber (Legislative Consultant, Extension Partners)

Steve Wald introduced the two guest speakers reminding the group that both had been present at a previous meeting. Those present were encouraged to think about their contacts and experiences with local legislators, what worked, what did not and how to work better and be supported better at the state level.

Pam began by sharing that there is no budget in Springfield and therefore no funding to the U of I. Mandate items have to be paid but other items have gone by the wayside. The overall picture has to be looked at; one person doesn't create the problem. The State Board of Education Budget is the only one that has been signed into law. Help is needed now more than ever. She encouraged Facebook sign-ups and sending friend requests to legislators as a good means for sharing information and keeping them abreast of Extension happenings. She anticipates IDOA funding being o.k. A reminder

was given that when approaching legislators to remain aware that they are being pressured by all sides. She said legislators like hearing from people and suggested being a source of information they can call upon at any time. Need to be in front and keep in touch with them. April 5-6 and May 24-25 are dates for 4-H legislative connection when 4-Hers visit all 59 Senators and all 118 members of House delivering the message about 4-H and Extension. She encouraged attendance.

Rick summarized the stand-off and why there is no budget and that non budgetary items are being used to hold it up. The case of higher education needs to continually be made. He provided a hand-out and gave a recap of being an effective advocate with legislators. It was taken from vantage point of a former legislator. He said it is important to develop and cultivate the relationship with your legislator mentioning that it is not a one-time activity. One-on-one, face-to-face is best. Key points:

- People from a legislator's home district are the most important – go to the district office and deliver the messages.
- Make the effort to personally communicate – be cognizant of their time.
- Always be concise – be prepared, talk about one topic/single subject, be persuasive.
- Leave a written one-page memo or fact sheet.
- Follow-up with a thank-you letter to recap the visit and reiterate any agreements/understandings made during the visit.
- Recognize that your opinion is not the only opinion.

Good to remind them what is important and what is at stake. Need to understand the situation and the context of your message. Suggestions:

- Give them ownership and let them know what Extension is doing in their local area. Talk about local happenings. Understand they are the first line.
- Important to make the visits - If there is going to be a budget related compromise, need to be equipped to explain the programs that are at stake.
- Reach out to Jennifer Creasey and let her know that you are available to stand with her to send a message for Higher Education in the State of Illinois. U of I needs to leverage what Extension offers.
- U of I is a land-grant school and that needs to be maintained. Remind them that Extension is the outreach arm of the University and an integral component - taking the cutting edge knowledge and putting it into the communities for use.
- Work with the other institutions to come together for public service.
- Community knowledge is important and needed. Do your neighbors, friends, pastors, etc. know about Extension? Spread the word.

Pam suggested reviewing the Illinois Constitution. She also welcomed anyone to spend a day with her in Springfield.

ESAC Terms – Charlie shared that Larry Boyd resigned prior to his term ending and that effective August 31, three year terms are ending for Carolyn Willenburg and Wayne Mundsinger. They are invited to the October meeting and will be recognized for their service at that time.

Closing Remarks – Tony Franklin (Assistant Dean, Extension Field Operations)

Tony thanked the group for their commitment to the Council with a reminder that it is important when thinking about the role of ESAC to consider their circle of influence and to share about Extension as much as possible. The group was encouraged to market Extension programming sharing information widely and to also look at ways to engage and talk about various opportunities for funding. He encouraged keeping Extension administration apprised of what is being heard in communities. Local is best. Tony will help coordinate getting organized one pagers that can be shared.

The current business cards are obsolete. New cards will be ordered and will include personal information. When received, they will be forwarded to members.

There being no further business the meeting adjourned at 1:55 p.m.

Next meeting, October 10, 2016.